



WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
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Advertiser
Agency
Buyer
Salesperson

Cowell for North Carolina Treasurer(9687)
Media Strategies & Research (1583)
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Invoice 645316
Inv Date 10/28/2012
Terms Net 30
Contract 330124
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203-1907

AgM

Product Political - State Candidate (1071)
Brand POLITICAL (28001)
Acct Types Local/Political
Est/Headline 11781/
Demo
Revision
Comments

CO-OP Order Type No/Normal
Package
Gen. Date 10/31/2012 11:31:07AM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 5:30:00AM	Day,Th-1	10/25/12 5:22AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	JCNCT1201H	\$425.00	
2.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1,W-1,F-1	10/22/12 5:40AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	JCNCT1201H	\$425.00	
2.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1,W-1,F-1	10/24/12 5:51AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	JCNCT1201H	\$425.00	
2.0	Spot	5:30:00AM- 6:00:00AM	Day,M-1,W-1,F-1	10/26/12 5:43AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	JCNCT1201H	\$425.00	
3.0	Spot	6:00:00AM- 7:00:00AM	Day,Tu-1,Th-1	10/23/12 6:07AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 6A	JCNCT1201H	\$1175.00	
3.0	Spot	6:00:00AM- 7:00:00AM	Day,Tu-1,Th-1	10/25/12 6:28AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 6A	JCNCT1201H	\$1175.00	
4.0	Spot	7:00:00AM- 8:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/22/12 7:29AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	JCNCT1201H	\$1075.00	
4.0	Spot	7:00:00AM- 8:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/23/12 7:29AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	JCNCT1201H	\$1075.00	
4.0	Spot	7:00:00AM- 8:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/24/12 7:27AM (We)	00:30	GOOD MORNING AMERICA 7A-8A	JCNCT1201H	\$1075.00	
4.0	Spot	7:00:00AM- 8:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/25/12 7:28AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	JCNCT1201H	\$1075.00	
4.0	Spot	7:00:00AM- 8:00:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/26/12 7:29AM (Fr)	00:30	GOOD MORNING AMERICA 7A-8A	JCNCT1201H	\$1075.00	
5.0	Spot	7:00:00AM- 8:00:00AM	Day,Sa-1	10/27/12 7:39AM (Sa)	00:30	EYEWITNESS NEWS SATURDAY 7A	JCNCT1201H	\$225.00	
6.0	Spot	9:00:00AM-10:00:00AM	Day,F-1	10/26/12 9:33AM (Fr)	00:30	LIVE! WITH KELLY	JCNCT1201H	\$245.00	
7.0	Spot	10:00:00AM-11:00:00AM	Day,M-1,W-1	10/22/12 10:55AM (Mo)	00:30	KATIE COURIC	JCNCT1201H	\$375.00	
7.0	Spot	10:00:00AM-11:00:00AM	Day,M-1,W-1	10/24/12 10:30AM (We)	00:30	KATIE COURIC	JCNCT1201H	\$375.00	
8.0	Spot	12:00:00PM- 1:00:00PM	Day,Tu-1	10/23/12 12:43PM (Tu)	00:30	EYEWITNESS NEWS 12P	JCNCT1201H	\$375.00	
9.0	Spot	1:00:00PM- 2:00:00PM	Day,Th-1	10/25/12 1:31PM (Th)	00:30	The Chew	JCNCT1201H	\$265.00	
10.0	Spot	3:00:00PM- 4:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/22/12 3:33PM (Mo)	00:30	DR. PHIL	JCNCT1201H	\$265.00	
10.0	Spot	3:00:00PM- 4:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/23/12 3:20PM (Tu)	00:30	DR. PHIL	JCNCT1201H	\$265.00	
10.0	Spot	3:00:00PM- 4:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/24/12 3:09PM (We)	00:30	DR. PHIL	JCNCT1201H	\$265.00	
10.0	Spot	3:00:00PM- 4:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/25/12 3:44PM (Th)	00:30	DR. PHIL	JCNCT1201H	\$265.00	
10.0	Spot	3:00:00PM- 4:00:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/26/12 3:23PM (Fr)	00:30	DR. PHIL	JCNCT1201H	\$265.00	
11.0	Spot	4:00:00PM- 5:00:00PM	Day,F-1	10/26/12 4:22PM (Fr)	00:30	DR. OZ SHOW	JCNCT1201H	\$600.00	
12.0	Spot	5:00:00PM- 5:30:00PM	Day,M-1	10/22/12 5:12PM (Mo)	00:30	EYEWITNESS NEWS 5P	JCNCT1201H	\$1200.00	
13.0	Spot	5:30:00PM- 6:00:00PM	Day,Tu-1,W-1,Th-1	10/23/12 5:52PM (Tu)	00:30	EYEWITNESS NEWS 530P	JCNCT1201H	\$1300.00	
13.0	Spot	5:30:00PM- 6:00:00PM	Day,Tu-1,W-1,Th-1	10/24/12 5:42PM (We)	00:30	EYEWITNESS NEWS 530P	JCNCT1201H	\$1300.00	
13.0	Spot	5:30:00PM- 6:00:00PM	Day,Tu-1,W-1,Th-1	10/25/12 5:59PM (Th)	00:30	EYEWITNESS NEWS 6P	JCNCT1201H	\$1300.00	
14.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/22/12 6:12PM (Mo)	00:30	EYEWITNESS NEWS 6P	JCNCT1201H	\$1500.00	
14.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/23/12 6:13PM (Tu)	00:30	EYEWITNESS NEWS 6P	JCNCT1201H	\$1500.00	
14.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/24/12 6:12PM (We)	00:30	EYEWITNESS NEWS 6P	JCNCT1201H	\$1500.00	
14.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/25/12 6:28PM (Th)	00:30	EYEWITNESS NEWS 6P	JCNCT1201H	\$1500.00	
14.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/26/12 6:21PM (Fr)	00:30	EYEWITNESS NEWS 6P	JCNCT1201H	\$1500.00	
15.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1,Tu-1,W-1,F-1	10/22/12 7:18PM (Mo)	00:30	INSIDE EDITION	JCNCT1201H	\$850.00	
15.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1,Tu-1,W-1,F-1	10/23/12 7:19PM (Tu)	00:30	INSIDE EDITION	JCNCT1201H	\$850.00	
15.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1,Tu-1,W-1,F-1	10/24/12 7:21PM (We)	00:30	INSIDE EDITION	JCNCT1201H	\$850.00	
15.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1,Tu-1,W-1,F-1	10/26/12 7:12PM (Fr)	00:30	INSIDE EDITION	JCNCT1201H	\$850.00	
16.0	Spot	7:30:00PM- 8:00:00PM	Day,Tu-1,Th-1	10/23/12 7:45PM (Tu)	00:30	ENTERTAINMENT TONIGHT	JCNCT1201H	\$850.00	
16.0	Spot	7:30:00PM- 8:00:00PM	Day,Tu-1,Th-1	10/25/12 7:41PM (Th)	00:30	ENTERTAINMENT TONIGHT	JCNCT1201H	\$850.00	
17.0	Spot	8:00:00PM-10:00:00PM	Day,M-1	10/22/12 7:59PM (Mo)	00:30	Dancing With The Stars	JCNCT1201H	\$4800.00	



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Cowell for North Carolina Treasure(9687)
Media Strategies & Research (1583)
Collins, Suzanne
Wade, Dave (1546)
ph: (704) 371-3164

Invoice 645316
Inv Date 10/28/2012
Terms Net 30
Contract 330124
Bill Type Standard
Period 10/1/2012 - 10/28/2012

CO-OP Order Type No/Normal
Package
Gen. Date 10/31/2012 11:31:07AM

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203-1907

Product Political - State Candidate (1071)
Brand POLITICAL (28001)
Acct Types Local/Political
Est/Headline 11781/
Demo
Revision
Comments

AgM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/14C1	Amount	Remarks
18.1	Spot	10:00:00PM-11:00:00PM	Day,Tu-1	10/23/12 10:35PM (Tu)	00:30	Private Practice	JCNCT1201H	\$2000.00	
19.0	Spot	10:00:00PM-11:00:00PM	Day,W-1	10/24/12 10:43PM (We)	00:30	NASHVILLE	JCNCT1201H	\$3500.00	
20.0	Spot	8:00:00PM- 9:00:00PM	Day,F-1	10/26/12 7:59PM (Fr)	00:30	SHARK TANK	JCNCT1201H	\$1500.00	
21.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/22/12 11:25PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1201H	\$1200.00	
21.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/23/12 11:30PM (Tu)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1201H	\$1200.00	
21.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/24/12 11:33PM (We)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1201H	\$1200.00	
21.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/25/12 11:30PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1201H	\$1200.00	
21.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/26/12 11:25PM (Fr)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1201H	\$1200.00	
22.0	Spot	11:00:00PM-11:35:00PM	Day,Su-1	10/28/12 11:27PM (Su)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1201H	\$1300.00	
23.0	Spot	11:35:00PM-12:05:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/22/12 11:56PM (Mo)	00:30	Nightline	JCNCT1201H	\$500.00	
23.0	Spot	11:35:00PM-12:05:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/23/12 11:56PM (Tu)	00:30	Nightline	JCNCT1201H	\$500.00	
23.0	Spot	11:35:00PM-12:05:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/24/12 11:56PM (We)	00:30	Nightline	JCNCT1201H	\$500.00	
23.0	Spot	11:35:00PM-12:05:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/25/12 11:57PM (Th)	00:30	Nightline	JCNCT1201H	\$500.00	
23.0	Spot	11:35:00PM-12:05:00AM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/26/12 11:55PM (Fr)	00:30	HIGH SCHOOL FOOTBALL EXTRA	JCNCT1201H	\$500.00	
24.0	Spot	9:30:00PM-10:00:00PM	Day,Tu-1	10/23/12 9:47PM (Tu)	00:30	DON'T TRUST THE B----- IN APT 23	JCNCT1201H	\$2500.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$55,010.00	Total Spots	54
Commission	(\$8,251.50)		
Net Total	\$46,758.50		